



Communications Toolkit

May 2021

SNAP Market Match is part of Washington State's Fruit and Vegetable Incentives Program. For more information, visit: www.doh.wa.gov/FVIP. To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.



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What is SNAP Market Match?

SNAP Market Match is a nutrition incentive program that helps families and individuals who use Supplemental Nutrition Assistance Program (SNAP)/EBT increase their ability to purchase fresh and local fruits and vegetables from local farmers markets.



At more than 100 participating markets, customers who use SNAP benefits at farmers markets can receive extra funds in the form of SNAP Market Match currency for fruits and vegetables!

The program is administered by the Washington State Department of Health, and replaces other SNAP/EBT matching programs that have been used in Washington. For a listing of participating markets, visit: www.doh.wa.gov/SNAPMarketMatch

Other Related Information

- [USDA Brief History of SNAP](#) – Learn history surrounding the creation and need of the Supplemental Nutrition Assistance Program (SNAP) at the federal level.
- [SNAP: History, Background and Goals of SNAP](#) – Examine evidence surrounding the need for nutrition assistance programs in the U.S.

SNAP Market Match FAQs

How do SNAP customers receive and use SNAP Market Match currency?

- SNAP customers visit participating farmers markets, swipe their EBT card at the information booth to receive SNAP Market Match currency in addition to EBT currency.
- SNAP customers use SNAP Market Match currency to purchase eligible items.



Front side of currency



Back side of currency

What can SNAP customers use SNAP Market Match currency for?

SNAP Market Match currency can only be used for:

- Fresh vegetables
- Fresh fruits
- Mushrooms
- Fresh herbs
- Seeds and plants intended for cultivation and consumption (e.g., tomato seeds or tomato plants)

SNAP Market Match currency **cannot** be used for:

- Dried, canned, or frozen vegetables
- Dried, canned, or frozen fruits (including jams/jellies, and fruit juice or cider)
- Dried herbs
- Nuts, seeds, eggs, baked goods, seafood or meats, and milk or cheese



SNAP Market Match Communication Resources

Use the resources and templates in this toolkit to promote SNAP Market Match to customers and the community.

- [Talking Points](#) – Highlight the benefits of the SNAP Market Match program
- [Press Release template](#) – Create a press release to share with local media.
- [Social Media Cheat Sheet](#) – Quick and easy posts for social media.
- [Digital Artwork](#) – Add your logo to marketing materials! Useful for training aids and to print your own marketing materials.
- [Marketing Materials](#) – Printed promotional materials available at no cost.
- [Participating Farmers Markets](#) – Identify which markets are currently participating in SNAP Market Match across the state.



SNAP Market Match Talking Points

Highlight the benefits of eating fresh and local produce.

- SNAP Market Match is a nutrition incentive program that helps families and individuals who use SNAP/EBT increase their ability to purchase fresh and local fruits and vegetables from local farmers markets.
- SNAP Market Match is available at over 100 participating farmers markets around Washington State. Benefits can be obtained by visiting the market information booth.
- SNAP Market Match works with local farmers markets to increase access to fresh nutritious food, support healthy communities, promote sustainability, and stimulate local economies.
- The Washington State Department of Health, Department of Social & Health Services, Washington State Farmers Market Association, and local farmers markets are working as partners to ensure that everyone who is eligible for SNAP/EBT knows about the SNAP Market Match program and can access benefits.
- SNAP Market Match is funded through the Washington State Legislature, Substitute House Bill 1587 and the United States Department of Agriculture Gus Schumacher Nutrition Incentive Program grant. The program is administered by the Washington State Department of Health's, Office of Healthy and Safe Communities, Fruit and Vegetable Incentives Program.
- For more information, visit doh.wa.gov/SNAPMarketMatch

Additional background for talking points:

[SNAP Program Talking Points](#) – United States Department of Agriculture

[Benefits of Farmers Markets Talking Points](#) – Farmers Market Coalition



SNAP Market Match Press Release Template

Create a quick press release to share with local media.

For Immediate Release

Contact: **[Name]**

[Phone Number]

[E-Mail Address]

[Date]

[Your Organization's Name] Participates in New Statewide SNAP Market Match Program

[Your Organization's Name] is joining over 100 markets across the state to spread the word about the statewide Supplemental Nutrition Assistance Program (SNAP) Market Match program.

[Quote from organization leader or farmers market manager]

"Food access programs at farmers markets such as SNAP and SNAP Market Match are incredibly important to the entire farmers market community – organizers, vendors, and shoppers of every income," says Colleen Donovan, Executive Director of the Washington State Farmers Market Association. "Such programs represent values we care deeply about: equity in our local food system, supporting local farms and food entrepreneurs, healthy families, and vibrant community spaces. Farmers markets are proud to be strategic partners with the Department of Health in ensuring SNAP and SNAP Market Match reach every corner of the state."

SNAP Market Match increases customer benefits by matching SNAP benefits dollar for dollar at participating farmers markets, including the **[Your farmers market name or your local participating farmers market name(s)]**. Customers swipe their SNAP/EBT card at the market information booth and receive EBT tokens to buy any SNAP eligible items at the market. Customers also receive

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extra SNAP Market Match dollars that can be used for fresh fruits, vegetables, mushrooms, and herbs. It's that easy!

By encouraging SNAP/EBT users to visit local farmers markets to use SNAP Market Match, we are supporting the livelihoods of an estimated 1,500 family farms in our state, stimulating the local economy, supporting healthy communities, and promoting sustainability.

The **[local farmer market name]** began in **[first year]**, and currently hosts **[approximate number of farmers]** farmers selling a wide variety of products, including **[list some of the products that reflect the uniqueness and diversity at your market]**.

[Insert any other statistics or points of interest here, such as the amount of produce donated to food banks, whether the market accepts other incentives, WIC, or Senior Farmers Market Nutrition Program, etc.].

[Boilerplate about your organization and its mission, with a link to website]



SNAP Market Match Social Media Cheat Sheet

Share these social media posts all season long!

- Look for the #SNAPMarketMatchWA logo at more than 100 participating farmers markets including ours!
- #SNAPMarketMatchWA is a statewide program that provides incentives for SNAP/EBT customers to use on fresh fruits and vegetables at more than 100 farmers markets! Learn more: doh.wa.gov/SNAPMarketMatch
- #SNAPMarketMatchWA supports SNAP/EBT customers by DOUBLING benefits up to \$40 to use on fresh, local produce at participating farmers markets! Find participating markets: doh.wa.gov/SNAPMarketMatch
- #FarmersMarket studies show comparable or lower prices than at grocery stores. #SNAPMarketMatchWA DOUBLES the amount of EBT dollars you'll be able to use on fresh veggies and fruits up to \$40! Find participating markets: doh.wa.gov/SNAPMarketMatch
- #SNAPMarketMatchWA matches #EBT funds 1:1 so you can stretch that grocery budget further. Our market is open **[hours of operation]** and has **[X number]** of vendors that offer these great benefits!
- #SNAPMarketMatchWA makes SNAP/EBT benefits go further by doubling benefits for fresh, local produce. Find participating markets: doh.wa.gov/SNAPMarketMatch
- #SNAPMarketMatchWA gives EBT customers extra funds to use on fresh fruits and veggies! Visit the information booth at our market today for more info!
- #SNAPMarketMatchWA gives #EBT customers extra funds to use on fresh and local fruits, veggies, mushrooms, and herbs! Perfect for a delicious salad, stir fry, and trying that new recipe you've been eyeing!

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SNAP Market Match Promotional Materials

Printed materials are available at participating farmers markets and other organizations free of charge.

Printed materials are available and can be ordered [online](#). Please list a physical mailing address as we are unable to ship to PO Boxes at this time.

Available materials include:

- Rack Card - 18 language options
- Poster - 18 language options

Available to farmers markets only:

- SNAP Market Match Accepted Here Vendor Booth Sign
- To order vendor booth signs, please contact SNAP.MarketMatch@doh.wa.gov





Stickers to update your 'EBT Accepted Here' A-boards and banners (provided by WSFMA) will be sent to each farmers market and are not available to be ordered. However, if you are in need of extras please contact SNAP.MarketMatch@doh.wa.gov

Digital Artwork

Graphics and select editable documents listed below are available through [Google Docs](#).

Branding guide

- Includes color swatches and fonts

Logo

- Unable to be edited
- Color and gray scale
- Recommended for social media posts

Currency

- Voided graphics available for training purposes
- Recommended for social media posts

Rack card

- Editable to include your logo

Posters

- Editable to include your logo and previous SNAP/EBT incentive program logo



SNAP Market Match Participating Locations

With over 100 participating farmers markets around the state, using these benefits is a snap!

A list of participating farmers markets can be found at
doh.wa.gov/SNAPMarketMatch

This list is updated quarterly. If information is incorrect or missing please contact
SNAP.MarketMatch@doh.wa.gov



SNAP Market Match Technical Assistance (TA)

TA providers are the primary points of contact for farmers markets, and can answer questions about Formstack and invoicing.



Organization	Contact Name	Contact Email	Contact Phone
Birdsign Consulting	Rita Ordóñez	Rita@birdsignconsulting.com	360-336-6401
Public Health – Seattle and King County	Seth Schromen-Wawrin	Seth.Schromen-Wawrin@kingcounty.gov	206-263-8080
Washington State Department of Health (WA DOH)	Amanda Weyrauch	SNAP.MarketMatch@doh.wa.gov	360-485-6430
WSU Extension Kitsap County	Jess Sappington	Jess.Sappington@wsu.edu	360-228-7308
WSU Extension Clark County	Zena Edwards	Zena.Edwards@clark.wa.gov	564-397-5700
Catholic Charities of Eastern Washington	Carolyn Knowles	Carolyn.Knowles@cceasternwa.org	509-464-9222

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SNAP Market Match Program Contacts

Questions, issues, or program feedback? Stay in touch!

Please contact SNAP.MarketMatch@doh.wa.gov and cc your TA provider if one is assigned to your market for questions using Formstack or for data corrections.

SNAP Produce Match is administered by the Washington State Department of Health and material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 2020-70030-33180.

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